



## Communication and Promotion

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### Citations

Dlabay, Les R., Jim Burrow, Brad Kleindl, and Steven A. Egglend. Intro to business. 7th ed. Mason, OH: South-Western Cengage Learning, 2009. Print.

## Communication and Promotion

1. Promotional messages are from business or organization that targets you and other everyday people in order to get you to buy or sometimes to support a cause.
2. Promotion is anything used to persuade or remind people of something, anyone can use promotion.
3. Promotion influences knowledge and beliefs that consumers would think about when deciding on a product, through many steps.
4. Effective promotion means effective communication, this is the exchange of information from one thing to another so that there is a common understanding.
5. Communication starts with one person or an organization that has information to be told to other people or organizations. But if one person messes up or doesn't do their part in the chain, the chain breaks.

### Types of Promotion

There are many different ways of promoting new products/services, but promoting a product or service correctly depends on whether or not the targets are appropriate for the promotion.

1. Personalized promotion- Most effective but most expensive, Personal selling is the most popular. It is when the sales person is selling directly to the people; they can explain details and satisfy the buyer's wants and needs. It is usually done face to face. It can be completed by phone or internet with more than one contact or meeting.
2. Mass promotion- Less expensive, directed too many people at the same time; the people tend to have the same needs. Isn't as specific as personal but it sells to more people at once. Ex. Advertising